

# AMERICAN NURSEYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LVI No. 2

JULY 15, 1932

Per Copy 15c

" PROSPERITY  
is just around  
the corner  
etc.

The Storrs & Harrison Co.,  
Painesville, Ohio  
ADV.—APRIL, MAY, JUNE

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BUNDLES**

**KEEPS THE  
MOISTURE IN**

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**Grapes, Currants, Gooseberries  
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1932

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**HARDY PERENNIAL PLANTS  
EXCLUSIVELY**

Write for Trade List

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MENTOR, OHIO



## AMERICAN NURSERYMAN ---- July 15, 1932

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

**Advertising**—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the carrier operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

**SUBSCRIPTIONS**—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.00 a year; Foreign \$2.50 a year; Canada \$3.50 a year. Single copies of current volume, 15c; of previous volumes, 25c.

L. M. GEMINDER  
General Manager

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State Street,  
Rochester, N. Y.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Cooperation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

**INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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**LESS THAN FOUR CENTS A WEEK**—

AMERICAN NURSERYMAN

Chief Exponent of the Nursery Trade

Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every state in the Union. Journal appreciated by upward of 2500 Nursery readers. Subscription: \$2.00 per year; two years for \$3.00. A one-inch advertisement for \$2.10; under yearly term, \$1.90

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## NEW DISCOVERY!

*. . . Scientific Research Reveals  
Powerful New Killing Agent That  
Gives Positive Control of Red Spider!*

**S**ELOCIDE kills from 90% to 100% of Red Spiders (Tetranychus Telarius L.) IN JUST ONE APPLICATION. Selocide also kills the eggs and it does not harm tender plants when properly used.

All insecticides and ordinary methods of controlling Red Spider have proved unsatisfactory in the past. Syringing the plants to force off Red Spider encourages mildew and rust. Glue and mineral oils seal up the plants. Therefore, it was necessary to search for something entirely new and different to kill Red Spiders. Months of scientific research were necessary before Selocide was perfected. And now, we announce the greatest development in the trade today—the discovery of an entirely new killing agent—a new element for insecticide purposes—SELENIUM—which is used as the basic principle in Selocide.

Never before has Selenium been used in this form for insecticide purposes. The discovery of this powerful killing agent as a control for Red Spiders is an entirely new development as a result of scientific research. Selenium was previously used in sending photographs by wire. Now it serves an entirely new purpose—a sure kill for Red Spiders.

Hundreds of materials were tested against Red Spider, but none was found satisfactory except Selenium. Even Ever Green, our own pyrethrum spray, which is effective against potato beetles, Japanese beetles, tarnished plant bugs, leaf rollers, etc., did not give satisfactory results

when used against Red Spiders,—nor do any other pyrethrum or derris sprays.

For further details and complete information on Selocide mail the coupon below. After you try Selocide you will agree that it is the only insecticide on the market today that absolutely gives uniform killing results against Red Spider. Try a one quart can (makes 12½ gallons complete with spreader) on any of your flowers, cucumbers or evergreen. Then your Red Spider troubles will be ended.

### Selocide Prices

	Per Pkg.
1 QT. CAN (makes 12½ gallons of spray)	\$1.00
1 GAL. CAN (makes 50 gallons of spray)	2.75
5 GAL. DRUM (makes 250 gallons of spray)	12.00
10 GAL. DRUM (makes 500 gallons of spray)	22.50
15 GAL. DRUM (makes 750 gallons of spray)	27.50
30 GAL. DRUM (makes 1500 gallons of spray)	51.00
50 GAL. DRUM (makes 2500 gallons of spray)	75.00

**MAIL COUPON  
for 1 Qt. CAN**

McLaughlin Gormley King Company, Minneapolis, Minn.

Please send me free information on your great new discovery, Selocide, that absolutely kills Red Spiders. I would also like to have you send me { c. o. d. } the order that I have written below: { check attached }

ORDER \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

My Jobber's Name \_\_\_\_\_

# Kills Red Spiders



*The Nurseryman's Forte:  
To Make America More Beautiful and Fruitful*

# AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

## The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y., Post Office as second class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LVI

ROCHESTER, N. Y., JULY 15, 1932

No. 2

## A. A. N. Invited to Visit Kansas City Next Year

**J. J. Pinney, Willis Nursery Co., Ottawa, Kan., Designated To Extend Invitation—Several Features Quoted Show Why American Association Would Do Well To Accept**

Kansas City extends an urgent and cordial invitation to the American Association of Nurserymen to hold its 1933 meetings in Kansas City.

Never during its more than 50 years of existence has this association held its convention in Kansas City. At the Rochester convention in 1926, Kansas City put in a bid for the 1927 meeting but lost out to Louisville.

Kansas City, with a population of a half million, is ideally located for a national convention. It is near the geographical center of the United States. Fourteen railroads run into its beautiful Union Station, the fourth largest in the world. Paved highways radiate from it in all directions, including transcontinental highways numbers 40 and 71. It has two large airports with frequent and regular air service. Its bus terminal is the largest in the world.

No city in America is better served with hotels than Kansas City. There are ten major hotels in the heart of the business section, all within three blocks of one another.

Of especial interest to Nurserymen is the park and boulevard system of Kansas City. There are several thousand acres of well developed parks connected by a complete boulevard system. The Country Club district of Kansas City is acknowledged to be the finest in America. Here can be seen numerous examples of the art of landscape architecture brought to a high degree of perfection.

Kansas City is noted for the cordiality with which it welcomes strangers. Kansas sincerely desires the 1933 convention.

### California Nurserymen To Meet

The California Association of Nurserymen is already working on the program and itineraries for its 22d annual convention, which is to be held in the Civic Center Auditorium, Riverside, September 22-24. Since the industry in California is faced with serious economic conditions, it will be the aim of the program committee to provide a bill of fare saturated with trade topics and suggestions for their solution. Subjects and speakers with an appeal are under consideration, which will be announced in these columns in due time. The itineraries to be provided by local Nurserymen are not without educational values.

The new Riverside Auditorium is ideal for convention purposes, providing unusual facilities for trade exhibits, of which the committee hopes to make a pronounced feature.

### Quarantine No. 44 Lifted

The Secretary of Agriculture announces that the control at present exercised over the entry of stocks, cuttings, scions, and buds of fruits from the Orient will, on and after July 1, 1932, be carried out under Quarantine 37, the Nursery Stock, Plant, and Seed Quarantine.

Quarantine 44, which has been in effect since June 1, 1920, was designed to place propagating materials of fruits from Asia-

The entry of fruit stocks from any foreign country has been prohibited since July 1, 1931.

To obviate this overlapping of quarantine authority, and to facilitate administrative procedure, Quarantine 44 has been revoked effective July 1, 1932. It is emphasized, however, that this action does not in any way diminish the safeguards at present surrounding the entry of the materials under consideration.

### State Gives 50,000 Trees

During first three months of 1932, according to the Jackson, Miss., News, fifty thousand forest tree seedlings were distributed by the Mississippi Forest Nursery at Perkinston, practically all of which went to farmers in the state. The output of the State Forest Nursery will be greatly increased next year due to an order for 100,000 seedlings for planting on 23,000 acres of University property in Southern Mississippi.

State Forester Merrill says that about 1,000,000 acres of gullied land will have to be planted in order to control erosion and to enable the land to become productive. More than another 1,000,000 acres will have to be planted because of lack of seed trees. In one area in Pearl River county a forest survey crew ran a three-mile line through cut over land without finding a single seed tree or single seedling.

### Oldest Tree

The oldest living thing in existence, the Sequoia Washingtoniana, now grows only in the Sierra Nevadas. Its cousin, the Sequoia sempervirens, or redwood, is found only on the California coast, says the United States Forest Service. These trees are the only survivors of species which once spread over North America, Europe, and Asia.



**Swope Park, Kansas City, Mo.—The third largest municipal playground in America. Fourteen hundred acres of magnificent woodland. One of the most picturesque places in the country. Contains three golf courses, numerous tennis courts, lakes for boating, city zoo, and has splendid drives as well as winding foot paths.**

tic countries and Pacific Island regions, including Australia and New Zealand, under somewhat closer restrictions than were thought to be necessary for those from European countries. Action to establish the special measures embodied in Quarantine 44 was taken partly on account of the considerable number of injurious insects and diseases known to occur in the regions concerned, and partly because the scanty available knowledge of the pests in that part of the world indicated that the danger of insect and disease introduction from these regions was probably great.

The department believes that the fruit propagating materials covered by Quarantine 44, except stocks, may now be safely allowed entry under the provisions of the general Nursery Stock, Plant, and Seed Quarantine 37. For some time the regulations governing the entry of cuttings, scions, and buds of fruits under Quarantine 44 have closely corresponded with those of Regulation 14 of Quarantine 37, and a slight modification now provided in the terms of the latter quarantine will permit entry of these materials directly under the provisions of Regulation 14.



**Spring on Cliff Drive, Kansas City, Mo.—Six miles long, overlooking Missouri River; built into solid bluffs.**

# Winter Mortality of Rose Bushes Discussed

**Soil Drainage Important Factor and Must Be Efficient—Maturity of Wood of Major Consideration—Cautions Against Over Protection of Plants**

By Paul B. Sanders, O. A. C., Guelph, Ontario, Before Toronto Meeting of American Rose Society

Under the general conditions prevailing in some sections of the United States and in most of Canada, winter protection is second in importance in successful rose culture only to proper planting. In these areas extreme cold, high winds, alternate freezing and thawing in late winter and early spring, heavy snowfall, and wet spells may be expected annually.

Little doubt exists that many factors contribute to winter killing and no one statement could cover the cause. All of us know, only too well, the result; but many do not seem to realize that very simple precautions will aid in bringing a rose bush through rigorous winter and spring conditions alive.

Type of soil is not an important factor, even though some soils are much warmer than others, but soil drainage is really important and must be efficient. Any soil likely to be water logged in early or late winter or in early spring is bound to cause loss.

Even more important than soil drainage is the maturity of the wood—the riper the canes the better their chance of living over winter. Naturally, then, cultural operations should, if possible, facilitate this wood-ripening process, and certainly we can materially assist nature to this end. For instance, most of us practice a fairly heavy feeding system, and give our plants plenty of nourishment through the application of various fertilizers. Because it is generally conceded that nitrogen is an essential element for plant growth and that rose bushes in particular, desire that this element be present in the soil in which they grow, nitrogenous fertilizers are usually applied freely. Proof is to hand that nitrogen acts mainly as a stimulant to plant growth, and is used, principally, by the plant to develop wood and foliage. Naturally, then, applications of readily available nitrogenous fertilizers in the late season will promote comparatively soft, sappy wood growth which cannot mature before winter sets in. We know, absolutely, that such fertilizers must not be applied to our apple orchards, here in Ontario, later than June thirteenth, we also know that the rose and the apple, botanically, are of the same family; hence it naturally follows that nitrogen in a quickly available form should not be applied to our beds later than the end of June.

Again, one of the oldest theories in the culture of roses is: "Pruning promotes growth". There seems to be no adequate reason for doubting this theory, any more than for contradicting the statement that cutting roses, which operation consists in removing some of the wood from the plant, constitutes a type of pruning. For instance, we know that if we want recurrent bloom we must cut our first roses with long stems, so as to induce rapid new development of flowering wood. If we continue this practice throughout the summer months, we cannot help but secure soft growth in late fall and early winter. To prevent this, cut the blooms with shorter stems as the season advances, and so hasten maturity.

We might consider, also, soil cultivation. Unless the soil of the rose bed is mulched well for the summer, weekly cultivation should be the rule—that is, until late August or early September. At this time it is permissible to stop this practice because frequent cultivation aids in growth production, and once again we would develop "soft" or immature wood through our cultural operations.

Some of us, anxious to see the condition of our plants in the spring, uncover them

rather early; with the result that bright green canes frequently turn brown and wither. This is caused by too rapid transpiration of moisture, the cells in the canes losing it faster—because of drying winds—than the roots, which are not yet very active, can replenish the supply. Because high winds aid in this transpiration we advocate planting the bushes, where possible, in the shelter of a windbreak. This factor is not of outstanding importance in winter mortality, but is sufficiently important to warrant serious consideration.

Some rosarians believe that snow is harmful to our rose bushes in that a considerable volume might smother them. Certainly no proof of any such result has ever been called to our attention, whereas proof of the abundance of protection afforded by this winter mantle is plentiful. Reports have been received from more northern sections of Ontario, where zero weather is more or less continuous for two months of the year, and where temperatures of 30-50 degrees below zero are not uncommon, that rose bushes covered with snow in November to a depth of three feet have come through the winter in perfect condition. Certainly where snowfall is abundant and consistent so that the ground is covered from late fall until spring, it is much easier to winter rose bushes alive than in supposedly more satisfactory climates.

Too much emphasis cannot be urged against the common practice of overprotecting our plants. The prevalent, though mistaken, opinion is that the plants must be protected from the cold; actually, rose bushes of most types will stand twenty to twenty-five degrees of frost over a considerable period without being killed. It is true that some varieties are comparatively tender, but most rose bushes are amazingly strong once they become established in their positions. The practice of protecting them with manure or leaf mould is deplorable, and definite experiment at the Ontario Agricultural College, at Guelph, has shown a resultant loss of 32 and 30%, respectively, when these materials were used. Their difficulty apparently lies in the fact that they literally smother the plants in mild weather and form solid sheets of ice around the bushes in cold weather following rains or thaws.

From results obtained in our own experiments, there seems little doubt that winter-killing of established mature plants is due almost entirely to one factor—alternate freezing and thawing in late winter and early spring. To illustrate: At this season we usually have a protracted thaw during which the frost leaves the ground and the sap commences to flow. This sap is a liquid and when frozen by subsequent hard frosts it expands and breaks the cell tissues—and the wood is dead. During the winter just concluded we narrowly missed a high percentage loss through this one factor. In January and February the weather was so mild that sap was running quite freely, and even the leaf-buds started to swell. Beneficent nature, however, came to the rescue, and subsequent weather conditions were perfectly satisfactory. If, however, we had suffered severe frosts with little or no snow in late February or March our loss would have been considerable.

To cut the loss to a minimum where conditions are comparable to those prevailing throughout the greater portion of Ontario's rose growing sections, all that is necessary is to hill soil around the bases of the plants to a height of eight or ten inches—without exposing the roots. This may be done any time in late fall prior to the final freeze-up. If it is considered necessary to add further protection, straw or litter, or any light porous materials may be placed on the beds between the plants after the ground has become frozen. This treatment, at the O. A. C. over a five-year period, has resulted in an average annual loss of exactly 1.5%.

This method of protection not only aids in offsetting the damage done by alternate freezing and thawing, but prevents heaving of the plants due to frost action in the spring, and protects the vital part of the bushes from drying winds.

Many of our climbing rose bushes will winter well without protection throughout southern Ontario, particularly if they are planted in non-exposed positions; but we prefer to bend the canes over as close to the ground as possible, covering them with a foot or two of evergreen branches. These plants carry most of their blooms on one and two-year old wood, and we believe in taking no chances on losing these young canes through a neglect of protection. It is comparatively easy to treat the climbers in this way if they are properly pruned.

\* Another well supported theory is that there is a reduction of the moisture content of the cells with the subsequent freezing and thawing.

## CONNECTICUT NURSERYMEN'S ASSOCIATION

A. E. St. John, Manchester, Sec'y.

The 26th annual summer meeting of the association will be held at the selected spot, Lake Compounce, near Bristol, August 3. Dinner will be served at 1 p. m.

We had a fine meeting at the same place last year. Everyone who attended with their families seemed to be well pleased with the fine dinner and amusements of this popular summer resort. It is a fine time of the year to relax for a day, and renew acquaintances, and enjoy the good fellowship of other members of the association, in the bowling alley, swimming pool, etc., and there's always a cool breeze at Lake Compounce.

A short business session will be held in the afternoon.

Make the necessary arrangements now to set aside the date and be on hand. Mr. Pierce, the owner, states the park is ours for the day, and will serve us with one of their Special dinners, so bring along the family and make an enjoyable day of the summer meeting.

A. E. St. John, Secretary

## To Control Root Overgrowths

Prevention of the overgrowths on Nursery apple trees grown from piece root grafts, caused by the hairy-root organism, as well as those resulting from infection by the crown-gall organism, *Phytophthora tumefaciens*, has been best effected by the use of Nurseryman's tape in the grafting process, as discovered by Riker and associates three years ago, and described in recent reports of this Station. Additional confirmatory data secured in 1930 by Riker and Hildebrand in cooperation with the U. S. Department of Agriculture cover 45,919 Nursery apple trees of many varieties grown in Iowa, Kansas, Minnesota, Missouri, Oklahoma, Nebraska and Wisconsin. On the average twenty-six per cent of the trees wrapped (the conventional method of making apple grafts in commercial Nurseries) developed knots and enlargements at the graft union, as in contrast with only 13 per cent of the tape wrapped trees showing such abnormalities.

—Agri. Expt. Sta., Madison, Wis.

A county Nursery has been established at Belmont, Allegany County, New York, on 17½ acres. Fifty thousand plants of about 150 varieties have already been set.



# Shipping Tap Rooted Trees to Distant Markets

Some New Ideas Thereon Shows Feasibility of Sending Stock Long Distances Without the Use of Moist Packing Material

By James A. Neilson, Horticultural Department, Michigan State College, East Lansing, Mich.

**D**URING the past autumn the writer received a request from the Hon. Mrs. E. L. Grant of Ngoro, Kenya Colony, for a quantity of black walnuts to be used for producing grafting stock. In compliance with this request nuts were therefore gathered from a superior tree when ripe and prepared for shipment.

Whilst preparing the nuts, the idea occurred that it would be interesting to determine the feasibility of sending small walnut trees to distant places without the usual packing of wet peat moss or other moist packing material around the roots. A number of seedling trees of from 24" to 30" in size were therefore purchased from the Mount Arbor Nurseries for this experiment. The trees were prepared for shipment by soaking the roots overnight, removing the small feeding rootlets and cutting back the tap root slightly. The tap roots, while still moist, were dipped into paraffin wax at a temperature of about 160°F. At this temperature the wax was just hot enough to form a thick coating with a moderate degree of adhesiveness. It was also found by experiment that a thick coating of wax would not stick very tightly to the moist roots and could easily be removed by first bending the roots in the form of a half circle and then striking sharply on the ground. After the roots had been waxed, the tops were coated with a high melting point paraffin at a temperature of over 180°F. The trees were then bundled, wrapped in two layers of paper, and the entire parcel dipped in hot paraffin. Another

layer of paper was applied and the parcel wrapped in coarse burlap. The parcel contained 51 trees and when ready for mailing weighed slightly less than 12 pounds. The mailing charges to Ngoro were \$4.14 of which \$2.50 was required for transportation from Mombasa, the ocean port in Kenya, to Ngoro in the interior. The trees were sent on December 14, 1931 and arrived at Ngoro on February 16, 1932, being nearly nine weeks in transit.

Immediately upon receipt of the parcel, Mrs. Grant unpacked the trees and found them to be quite dormant and in a sound, fresh condition. The wax was removed from the roots by bending as noted above, and the roots were then soaked in lukewarm water over night. The trees were planted in a Nursery row on the 17th of February and on April 4th (the date on which Mrs. Grant reported on the trees) 50 out of 51 were well out in leaf and the 51st tree showed signs of breaking into leaf soon.

This experiment is interesting and shows the feasibility of sending deciduous tap rooted trees long distances in good condition without the use of moist packing material. It also shows the possibility of lowering shipping costs by reducing the weight of the parcel.

The suggestion is therefore made that Nurserymen who ship nut trees or other tap rooted trees to distant markets try this method on a small scale to determine its merits. If the experiment is a success, it could be applied on a larger scale. It might even be found useful in planting citrus or other tap rooted trees without the usual ball of earth. The writer is not familiar with

the details of planting citrus trees and therefore is only suggesting this for trial and not as an established practice on citrus trees.

## COMING EVENTS

July 19-21, American Association of Nurserymen, annual convention, Hotel Stevens, Chicago, Ill.

July 28, N. Y. Horticultural Society, summer meeting, Geneva.

Aug. 3, Conn. Nurserymen's Association, summer meeting, Lake Compounce, Bristol.

Aug. 11-13, American Gladiolus Society, annual show and meeting, William Penn Hotel, Pittsburgh, Pa.

Aug. 15, Virginia Nurserymen's Association, annual convention, Roanoke, Va.

Aug. 24-25, Southern Nurserymen's Association, annual convention, Chattanooga, Tenn.

Aug. 30-Sept. 1, Pacific Coast Association of Nurserymen, annual convention, Portland, Ore.

Sept. 3-10, Atlantic City Flower and Garden Pageant, J. W. Johnston, Director, Bourse Bldg., Philadelphia.

Sept. 22-23, American Dahlia Society, annual show and meeting, Hotel Pennsylvania, New York City.

Sept. 22-24, California Association of Nurserymen, annual convention, Riverside, Cal.

Pfuffer Nursery, Winona, Minn., won the most prize points at the recent Minneapolis garden flower show. It also had the most comprehensive display of any exhibitor.

## The Third National ATLANTIC CITY FLOWER & GARDEN PAGEANT September 3rd to 10th, Inclusive

Will once again greet a great garden-minded audience with an exhibit worthy of maintaining the traditions of horticultural exhibitions in this country. Space already reserved assures this fact.

Worthy products well displayed will find a receptive market among this great audience of garden lovers, who have accepted The Atlantic City Flower and Garden Pageant as their show due in part to the fact that here they can and do exhibit the products of their gardens for generous prizes.

New Jersey Horticultural Organizations are united this year in their support of the Pageant, which includes the State Shows of The New Jersey Association of Nurserymen, The New Jersey Florists' Association, The New Jersey Gladiolus Society, The Garden State Horticultural Society, The Dahlia Society of New Jersey, and the active

support of The Federated Garden Clubs of New Jersey. In addition the participation of over 100 other garden and specialty organizations.

Here is an assured market for either novelty or worthwhile established introductions; a place where you may personally greet a great audience. Despite the fact that this show is presented in the finest and most costly exhibition hall in the world, and staged along lines that necessitates great expenditures on the part of the show itself, you can purchase exhibition space here at a cost that defies comparison with any other existent medium for reaching horticultural prospects.

Complete information will be furnished on request as to space available, cost and other details that make exhibiting at the Atlantic City Flower and Garden Pageant a matter of low cost and less worry.

## THE ATLANTIC CITY FLOWER & GARDEN PAGEANT

J. W. JOHNSTON, Director

364 Bourse Bldg.

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Philadelphia Pa.

# AMERICAN NURSERYMAN

American Nursery Trade Bulletin



## CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

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PACIFIC COAST ASSOCIATION OF NURSERYMEN  
Largest District Organization in the Trade  
ILLINOIS STATE NURSERYMEN'S ASSOCIATION  
Leading State Nursery Trade Organization

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Forms close on 10th of month for mid-month issue and on 25th of previous month for first-of-month issue.

ROCHESTER, N. Y., JULY 15, 1932

## Ralph Thrall Olcott Founder of American Nursery Trade Journalism

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of the late Ralph T. Olcott, who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalists."—John Watson

## A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

## Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production.

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printers' Ink.

## The Mirror of the Trade

### A MOMENTOUS OCCASION

The next thing ahead, of course, is the annual convention of the American Association of Nurserymen—officially opening in Chicago July 19th, but in fact really starting on July 17th when the first delegates start to arrive at convention headquarters.

There seems to be a quite general feeling among some of the members of the trade that business conditions this year will not permit attendance at the A. A. N. annual. We heard of one fellow Nurseryman who had planned to attend, as is his usual custom, and then learning that some of his special friends weren't going, he decided he would not go either. Well, if that was all he was getting out of the annual convention, perhaps he will not lose much by staying home. But surely, this year especially, Nurserymen should attend if it is at all possible. As one in the trade has remarked: "It will be an interesting convention, small in attendance, but momentous in its actions."

It should be all of that. Two of the matters coming up for discussion are so important to the trade that they, alone, should induce members to attend and to see that action thereon is thoroughly satisfactory to the best interests of the trade.

Nurserymen, like members of other organizations, are prone to "Let George do it" and then forever after criticize and grumble at the way George does it.

Any convention of a trade organization should prove momentous, as setting the pace and practices for another period, in accordance with the wishes of the majority. If a majority does not attend, who is to blame if action taken represents the wishes of a few?

We trust that some of those Nurserymen who did not think they could attend the A. A. N. annual have reconsidered and will be on hand Tuesday morning when President Hilborn calls the meeting to order.

### AN EFFECTIVE NON-WARRANTY CLAUSE

The following is in use by one of the largest Nursery concerns in the country, and is notable in that it makes no mention of "quality" and thus is in consonance with the suggestion repeatedly made by the American Nurseryman that to express or to imply no warranty as to quality of stock sold is hardly good business in these days of quality advertising, National Campaign Publicity; indorsement by the press and adoption of codes of ethics by trade organizations:

All agreements are subject to crop yield. Shipments travel at risk and cost of purchaser. We express or imply no warranty as to productiveness or life of the stock we sell. It is mutually agreed that our liability for untruthness to name is confined to free replacement or refund or purchase price plus interest.

### WASHINGTON MEMORIAL PLANTINGS

Nurserymen should urge the planting of trees to commemorate the Washington Bicentennial. The press of the country carries item after item regarding such memorial plantings—the trees in many cases donated by the Nursery concern, or sold at special price. All of which practice helps to build up interest in the Nurserymen's products.

### Report to Vigilance Committee

We cannot prevent any Nurseryman from selling his stock to a department store and we cannot control the price. Personally I am not much concerned about department store selling. Here are my suggestions for meeting this competition. **Make your Nursery and display gardens so attractive that it will be the talk of the county.**

Maintain an up-to-date landscape service department and advertise service. The department store owner may undersell you on cheap items, but he cannot properly display or service the product. Its possibilities are limited.

I am more concerned about the Nurseryman who will sell to the department store for lower prices than he will sell me. If you know of and can prove that any Nursery concern is doing this, report the fact to the vigilance committee. A little concerted action in refusing to buy from this concern may cause it to change its policy. On this subject I think it's time for action and not any further discussion.—President Lester W. Needham, Penn. Nur. Assn.

### Bulb Sales By Nurserymen

From surveys made it is evident that the larger market for flowering bulbs, at least for certain classes produced in commercial quantities on the Pacific Coast, will be for out-door planting as compared with greenhouse forcing. On the greater part of the Pacific Coast, the far east and southern districts of the United States, bulbous flowers comprising numerous classes can be made to cover early spring to late fall seasons in the open gardens for beautiful floral effect with less labor and care than required by some of the other perennials.

The sale of bulbs should be pushed by Nurserymen for the benefit of all interested.—C. A. Tonneson

**Shrubs As Memorials**—In the same spirit that stained glass windows are placed in a cathedral or monuments are erected in the cemetery so are flowers or shrubs set out in the St. Stanislaus' church yard, Poughkeepsie, N. Y., in honor or in memory of individuals or of groups. The Pleasant Valley, N. Y., Nursery Company supplied the plants.

### Your "Stock" Market

The "market" in Nursery "stocks" is a bull market, rising steadily and sure to go higher. That is so because the "stocks" pay dividends, and often at a rate of a thousand per cent within a year or so after the original investment.

These dividends take the form of increased property sale and loan values. Fifty dollars spent upon Nursery stock, wisely planted, will boost the value of a home five hundred dollars. A hundred dollars thus spent may justify a thousand dollar increase in valuation. Even the most attractive and gilt-edged of investment propositions cannot promise such returns as these. And surely a stock certificate gives no satisfaction and pride of ownership comparable to that afforded by a home tastefully surrounded with evergreens or lilacs, hollyhocks, hydrangeas, roses, or others of the new and old favorites.—A. V. Ross in "Opportunity"

**AMERICAN NURSERYMAN** should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. Chief exponent of the American Nursery Trade.





## THE ROUND TABLE

Comment and Suggestion  
By Readers For the  
PROGRESS OF THE INDUSTRY



### Bootlegger of Nursery Stock Arrested—Convicted

River Bank Dogwood Shrubs Sold for Soft Maple—Unlicensed Peddler Gets High Price for Worthless Trees—Plant Division Helps Bureau Protect Public.

Through the competent cooperation of Charles Denny, Entomologist for the Missouri State Board of Agriculture, Edward D. Chrimer, alias Polson, was arrested, convicted and sentenced to 30 days in the workhouse by Judge Butler of the Court of Criminal Correction.

Chrimer defrauded a St. Louis housewife (who complained to the Better Business Bureau) by displaying to her samples of young trees which he represented to be soft Maple. He succeeded in selling her six of them and proceeded to plant them in front of her home at an expense of \$1.50 for each tree. Later she discovered that they were not soft maples and further investigation established the fact that Chrimer had planted wild dogwood shrubs seriously infected with insect scale, a pest of shade trees and shrubs. He probably secured them from a river bank. Chrimer had no license to sell Nursery stock.

Missouri laws afford ample protection to the public against this sort of transaction. Legitimate Nurseries, dealers and landscape gardeners are licensed by the Missouri State Board of Agriculture. They are under oath to offer only Nursery stock for sale that has been inspected by a state inspector and found to be free from injurious insects and plant diseases.

The public can aid in protecting itself by dealing only with a licensed Nurseryman, dealer or landscape gardener, where there is reasonable assurance that the stock, bulbs and seeds purchased are dependable and that the resultant growth will be true to species, color or form.

It is within the right of every individual to demand from solicitors proof that he or the firm he represents, is a licensed dealer. If he is unable to establish this fact, call the Better Business Bureau or get in touch with Mr. Charles Denny, whose St. Louis address is 5132 Waterman Ave. The Better Business Bureau has in its files a complete list of licensed Nurseries, dealers and landscape gardeners who have complied with the Missouri plant laws.

—Better Business Bureau Bulletin  
St. Louis, Mo., June 20, 1932

[A very excellent example showing what the Board of Agriculture in Missouri is doing to control the bootlegger in Nursery stock. We are indebted to William A. Weber, Secretary Missouri Nurserymen's Association, H. J. Weber & Sons Nursery Co., Afton, Mo., for bringing this item to our attention.—Ed.]

### Making the Apple Blush

Painting the lily has always been considered a waste of time, but rouging the apple is another story. The peach that blushes or the red-cheeked apple have a commercial advantage over their green sisters. The green-colored apple may be of equal deliciousness within, but it does not sell itself as does red fruit. Then too, Nature reddens fruit unevenly, according to how the sunlight strikes it.

At the Boyce Thompson Institute for Plant Research, Yonkers, N. Y., you may see McIntosh apples of a beautiful red color, produced from green fruit in from forty to ninety-six hours. It is hardly fair to call this an artificial make-up, however. It is the sun's own method under control. By turning the blue, violet and ultra-violet rays of a mercury lamp on the green fruit, using a filter of some special glass (pyrex or Correx), you speed up the action of the sun and at the same time protect the apple from burning or over-heating. In other words, the

fruit is colored quickly by improving the sun's method.

Dr. John M. Arthur, in charge of this investigation, has found that only living cells of the apple peel will respond to this treatment. If the peel is too old or crushed, no color results. The best results, in the latitude of New York, come from picking the apples about August 25, when forty hours' exposure will color them. Picked as late as September 26, they needed ninety-six hours' exposure to the light. The skin cells are growing older and don't blush so readily. A temperature of fifteen degrees C (fifty-nine degrees F.) proved best.

Apples are usually picked partly green and ripened in storage; picked dead ripe they would spoil before marketing. So this plan does not mean that you get a green apple looking deceptively ripe; not at all: you get your apple ripened as usual but given the red color by the sun's own methods before it is stored.

### Black Walnut Boom in N. C.

A black walnut show in Marion, N. C., recently elicited such interest that McDowell County, N. C., residents have ordered black walnut trees from the state Nursery for planting in expectation of commercial crops of nuts.

The largest purchase was made by J. L. Morgan, who obtained 1,000 of the year-old trees. R. L. Greenlee, H. B. Croom, M. G. Potat, T. W. Miller, L. J. P. Cutlar and W. H. Hawkins also obtained large quantities.

Winners of ribbons in the walnut show were awarded prizes consisting of several hundreds of the trees distributed free of charge. Large contributors to the prize fund were the Marshall Lumber Company, R. B. Crisp and Miss Laura Merrill.

### Increased Demand for Evergreen Varieties

On the subject of increased demand for evergreens in varieties that will fit all purposes, B. J. Loss, Lake City, Minn., says:

It has made the Nurserymen hustle to keep up the demand, and the problem from a Nurseryman's point of view is quite a complex one, but we have accomplished it. The individual training of an evergreen, the origin of seed, the manner of handling, soil conditions, preparation of shipping, all together and each one individually, are major problems in our business that more or less keep us on our toes. Then there are diseases, adverse weather conditions, so all in all the man who makes his living growing evergreens should have, and does have, quite an interesting time, and I should say as interesting a time as any business man I know of. Speaking from a Nurseryman's standpoint, there are no plants with the individuality of an evergreen.

There is probably no spruce as popular as the Colorado Blue spruce, *Picea pungens*. Those who have seen the tree in its native habitat are probably more impressed with it than those who have seen the individual trees on the lawns. It is the queen of all spruces in appearance. We found early in our experience that seed secured from northern Colorado was best adapted to conditions

### Nursery Industry in Holy Lands

According to data compiled 1927 at least 40 private Nurseries were in existence and it is probable that the number has been increased.

As an example may be mentioned the General Federation of Jewish Labor under whose auspices some 14 Nurseries operated by girls have been maintained during the year with a production of 683,635 plants of which the largest majority are forest species. At these Nurseries the girls are instructed in the theory and practice of arboriculture and endeavor is made to provide a minimum livelihood from the sale of trees.

The trees which do best in Palestine are:

**For Hilly Calcareous Localities:** *Pinus Halepensis*, *Pinus pinea*, *Ceratania siliqua*, Olive, *Robinia pseudoacacia*, *Cupressus sempervirens* var. *verticalis*, *Cupressus sempervirens* var. *horizontalis*, *Ailanthus glandulosa*.

**For Deeper Soils in the Plains:** *Eucalyptus rostrata*, *casuarina* spp., *Populus alba*, *Grevillea robusta*, *Brachychyton* spp., Mulberry, Walnut.

**For Sand Dunes:** *Acacia cyanophylla*, *Eucalyptus rostrata*, *Tamarix articulata*.

**For Arid Localities:** *Cupressus* spp., *Balanites aegyptiaca*, *Zizyphus* spp., *Brachychiton* spp., *Acacia cyanophylla*, *Picus sycomorus*, *Schinus molle*.

**The Districts Now Being Reforested Are:** Haifa, Acre, Nazareth, Tiberia, Nablus, Bisan, Jenin, Talkrem, Safad, Jerusalem, Bethlehem, Ramleh, Jericho, Hebron, Giza, Zlron and Jaffa.

—Palestine Forestry Service Report, 1928

Tree planting in the eastern and southern national forests has increased nearly six-fold in the last three years, according to the Forest Service, U. S. Department of Agriculture.

Three years ago the United States Forest Service had only one small Nursery in this service. It now has two large and two small Nurseries. The largest is the Parsons Nursery in the Monongahela National Forest at Parsons, W. Va., with more than 4 million young trees growing. The Ozark Nursery, established last year at Russellville, Ark., has a program for one million new trees, this year, and Lake Bryant Nursery in the Ocala National Forest in Florida plans to start 60,000 trees in the spring. Camp Pinchot Nursery, in the Choctawhatchee National Forest, Florida, is connected with the Southern Forest Experiment Station, and is producing small quantities of experimental stock.

in the North. Lots of disappointments have been caused by Arizona seed, which, during the war, at a time when seed supply was scarce, was distributed here. It is a peculiar thing, but you take seedlings raised from this southern seed, develops the habits of their mother stock and so we find that seed from a southern tree will continue to grow all through the season and well into the fall, failing to protect itself for the coming winter, and in the spring they usually emerge in an injured condition. It takes them four or five years and sometimes six years to learn about the new climate and by that time they have been so badly mawled up that any semblance of shape has been destroyed. So we have found that by going to northern Colorado, in altitudes of six or seven thousand feet above sea level, we get the best stock adapted to this section. In my opinion, the Colorado Blue spruce is an individual tree and should be so considered. That is, in planting it around a home it should be used for accentuation. The very blue types occur only in about 15 to 20 per cent, which means that when we have a thousand trees raised from seedlings, out of them we are fortunate if we have 150 real blue trees. The remaining green trees, however, should have their place for screens and windbreaks and are so used.

# Research Problems of Interest to Nurserymen

By L. C. Chadwick, Assistant Prof. Floriculture, Ohio State University, Columbus

**I**N all the experimental work performed, commercial practicability has been kept in mind. Most emphasis has been placed on propagation studies, some on fertilization and some on plant protection. In the fertilization work preliminary studies were made with shade trees at Ohio State University, young stock at various Nurseries, and young stock at the University. English elms and sugar maples located on the campus were used in the shade tree test. Fertilizers were applied broadcast at rate of  $\frac{1}{2}$ " per each inch in diameter of the tree trunk. Conclusions were that the application of nitrates were most effective in producing length growth. Spring applications were more effective with nitrogenous fertilizers. Sheep manure and complete organic fertilizers are best applied in the fall. Superphosphate and sheep manure gave very little growth. Both were impractical when used under the conditions of this experiment.

Commercial, nitrogenous and complete fertilizers were applied to Nursery stock. There was very little difference between the material used. Ammonium sulphate showed good results as did the commercial grades and other nitrogenous fertilizers. Phosphorus and potassium gave little or no results. The conclusion drawn is that if the Nursery soil is in good physical shape and of average fertility, applications of fertilizers to young stock is not very beneficial.

Experiments with plant protection in storage have been reported by other investigat-

ors. Paraffin was found to prevent dessication, molds, borers to some extent, and does not interfere with respiration. A paraffin emulsion is now being tested.

Liquid rubber appears to be satisfactory for the protection of storage materials.

Variety tests are being made with different shrubs to find out their hardiness and adaptability to Ohio conditions. At the present time approximately 75 varieties of narrowleaf evergreens, 50 varieties of broadleaf evergreens, and some 300 varieties of deciduous trees and shrubs are in our collection.

Future problems will include:

1. Propagation by cuttings.
2. More work with seeds, especially with storage temperatures and media.
3. More information on grafting stocks and methods of handling.
4. Fertilization of deciduous trees, shrubs and evergreens.
5. Costs and cost accounting systems.
6. Variety tests.
7. Acidity tests.

**Terraces Save Soil**—Thirty-five times as much soil was washed from unterraced land as from terraced areas, according to actual measurements at the Federal soil erosion experiment station at Guthrie, Okla. In 1931 an unterraced area planted to cover crop of rye and followed by cowpeas and later by winter wheat lost 43.9 tons of soil per acre as compared with 1.25 tons an acre from a level-terraced area of the same slope planted to oats and followed by cowpeas, and later by winter wheat.

## Concrete Mulch Experiments

Back-yard gardens ultimately may be paved instead of plowed.

The United States Department of Agriculture is now experimenting with permanent mulches of concrete, iron, cinders, zinc, aluminum, and other substances, which cover the surface of the ground, except for a small space where the plants grow.

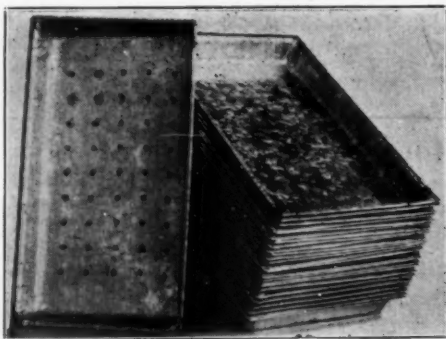
The experiments, an outgrowth of the successful paper-mulch investigations of recent years, are as yet in their infancy, and the department makes no predictions as to their final value. In the tests beans, peas, strawberries, and various other small fruits have grown as well under the permanent mulch as with ordinary cultivation.

Blocks a few inches thick and 9 and 12 inches wide cover the ground, with rows  $1\frac{1}{2}$  inches wide between them. The permanent mulch conserves moisture and controls weeds. In addition it warms the soil earlier in the season and keeps it warm longer in the fall. Rainfall gets into the ground along the rows between the blocks. The cinder blocks are covered with asphalt to make them black and absorb more heat, and other materials are painted black.

Soil covered with the blocks since 1923 have continued productive. Government scientists believe it possible that no ill-effects will be found, because they know that trees grow successfully under city streets and sidewalks, which constitute a "permanent mulch."

The Japanese, in certain parts of their country, grow strawberries by using field stones and cement blocks on the ground between the plants, but these are on mountain sides and are placed on a slant. The chief purpose is to force the plants for the mid-winter market, and the system has been in use for several years.

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Place your order NOW for fall shipment. Made in two sizes:  
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# Four Year Spruce Tree Fertilizing Experiment

By Martin L. Davey, President, The Davey Tree Expert Company

The spruce trees used in this experiment averaged about five feet in height and were of the same age. They were of low vitality and were growing in sod in an open, irregularly spaced landscape planting.

In conducting the experiment the trees were divided into groups of fifty, each group being given different materials by the same method.

When the experiment was started in 1928 all materials were supplied by surface cultivation. Since then each material has been applied to half of each group of fifty trees by cultivation and to the other half by perforation. The actual quantity of the different materials applied varied in bulk but supplied the same amount of actual nitrogen to each tree. The response was measured as diameter increase and this was compared with the untreated trees that were left as a check.

The beneficial effect of each of the materials used seemed to indicate that spruce trees are not basically different from deciduous trees in their response to chemical fertilizers. Sulfate of ammonia, all water-soluble and readily available, topped the list the first year. A generally less pronounced showing of the fertilizers in 1930 indicated that water was the actual limiting factor that year. The water-soluble or straight mineral carriers, nitrate of soda, sulfate of ammonia and urea, as a group, showed up well the first year or two but were gradually left behind by the other materials which carry all or part of their nitrogen in organic and less soluble forms. Or perhaps it is because they carry some phosphorus also.

Bonemeal and sulfate of ammonia are perhaps two of the most widely used single fertilizer materials. The experiment showed that with spruce trees bonemeal is near the top while sulfate of ammonia is near the bottom at the end of four years. Although the leading material, the 10-3-3 mixture, happens to be a Davey proprietary product, the principal factors of interest to Nurserymen are the relative merits of the various materials and demonstration of the effectiveness of the so-called chemical fertilizers. Briefly, the ranking of the fertilizers, from the least effective to the most effective was as follows for the four-year period: Ammonium sulfate, sodium ni-

trate, urea, nitrate-sulfate (cottonseed mixture), cottonseed meal, raw bonemeal, Davey Tree Food (10-3-3).

## Costs of Production

In a study of production costs, A. M. Lowman in *Florists Review* gives a list of ten don'ts in production that are also applicable, and undoubtedly of much value, to the Nursery as well as the florist trade. They are:

1. Don't grow crops purely as a convenience to the consumer when you are losing money on them.
2. Don't enter into competition with a market which is already glutted with a particular item.
3. Don't be discouraged by adverse results in a particular crop for a one-year period. Study your problem and arrive at a solution.
4. Don't grow the same old varieties year after year. The public tires of the same old thing and is eternally looking for the new.
5. Don't have your crop in production when everyone else does. You all know that the spring hat purchased in early mid-winter brings more than in the spring. The same women who buy these hats buy most of the flowers.
6. Don't produce the easiest flowers or plants to grow, because your competitor is following as a rule the same easiest way, with consequent overproduction in your territory.
7. Don't grow too many crops which are secondary to your major crop, because always in the press of work they are neglected, with a resultant low production or poor quality.
8. Don't grow on too many plants just because you happened to be more than usually

successful in propagating; rather attempt to fill the normal demand only. Five hundred cyclamen plants sold at \$1 each cost you more to grow in total than 400 sold at \$1.50 each, yet your income is considerably less.

9. Don't add to your range for the sake of increasing your production, even though the demand is present. Rather spend money in increasing production in the present range by better cultural methods. Your net income will be more and your capital investment less.

10. Don't feel that your competitors are deadly enemies. An interchange of ideas between producers always helps the trade generally. If you can teach your competitor to know his production costs, you will both be benefitted, because flowers or anything else cannot be sold forever at less than their producing cost.

All the foregoing troubles can be easily avoided by the intelligent use of a simple but effective cost-accounting system which will readily display the warning signals.

The producer today must not only be a grower, but a business man, keeping in constant touch with the ever changing vagaries of consumer demand. This cannot be accomplished without detailed and accurate records.

Martin Thomsen, Thomsen Nursery Company, Mansfield, Pa., has been visiting relatives in the West. He expects to go to Denmark this summer. W. J. Lowry is managing the Nursery in Mr. Thomsen's absence. Mr. Lowry has been teaching horticulture at the Massachusetts State College and has had good training for the work at the Nursery.



Retail Nursery Sales and Show Grounds of the Champion Nurseries, Perry, Ohio, located on U. S. Route 20—Broad Acres of Growing Nursery Stock Surround the New Selling Center That is Intended to Catch the Eye of Passing Motorists.

## Lining Out Stock



One of the most complete lists published of EVERGREEN and DECIDUOUS TREES and SHRUBS, SEEDLINGS, CUTTINGS, GRAFTS and TRANSPLANTED STOCK. Write for copy.

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you will not be sorry. Reliable and Dependable.  
Write for prices on 1931 crop. 6000 to 7000 seeds to the bushel (50lb.)  
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**SEEDS**  
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Special Sample Price \$1.50

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Northern-grown, Hardy Evergreens  
Forest and Ornamental Stock,  
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BELLEVILLE, ILL.  
We offer to the Trade  
**25,000 PEACH**  
Good assortment of varieties.  
also  
**APPLES, PEAR and CHERRY**  
MEET US AT THE STEVENS HOTEL



## Nursery Trade Bulletin

Earl O'Hagan, Summerfield, N. J., has inherited the Nursery business of his father, Matthew O'Hagan, who died recently.

The Southern California Nurserymen's Association, following its constructive advertising policy has put out a new pamphlet on summer planting, urging the would be gardener to stay out in the garden. The question of how and what to plant is thoroughly covered.

C. J. Faddegon, proprietor Faddegon Nurseries, Albany, N. Y., who has devoted his entire life to the study of decorative trees, landscape gardening, and tree and shrub culture, says the charm of a garden lies in the personal touch that only the landscape artist can give.

**Demand For Stock Increases**—The Long Beach, Cal., Municipal Nursery has been taxed to the limit by demand for flowers, trees and shrubbery, according to Frank Brown, in charge. He believes that the influence of the Olympic beautification this year has been so widespread and permanent that the next decade will see a marked improvement in the beauty of Long Beach.

**Exhibited Stock Given To Hospital**—Four truck loads of growing trees, shrubbery, plants, rose bushes, prize winning roses and carnations were turned over to the U. S. Veterans Hospital in Newington, Conn., by the officials of the National Flower Show at Hartford recently. The stock will be used to beautify the 203 acres of the Government reservation.

**New Forests For Tenn.**—G. B. Shivery, extension forester, Univ. of Tenn., reports that 36,000 seedlings of various forest hard woods have been planted in East Tennessee this spring. The demand for the stock supplied by the state forest Nursery exceeded available supply. Mr. Shivery stated the trees selling for \$2 to \$3 per thousand would cost from \$5 to \$6 per thousand if secured through commercial Nurseries.

T. B. West, Perry, Ohio, in an address before a flower club urged advocating a law for Ohio to protect large trees along roadsides. He forecast the possibility of state roadside planting in Ohio as in other states, indicating that not an Ohio Nurseryman had procured an order from within the state for trees for roadside beautification. On the other hand other states had turned much business to Ohio specialists.

### Catalogues Received

R. H. Bath, Ltd., The Floral Farms, Wisbeck, England, Special Trade Offer of British grown bulbs.—William Byrd Press, Inc., Richmond, Va., an attractive 24 x 12 inch spread, printed both sides, showing marvelous color work, "reproductions as close to nature as is possible."—A. J. von Engelen, Inc., P. O. Box 2, Hillegom, Holland, offerings of bulbs.—Manshu, Nosan Shokai, Inc., Dairen, Manchuria, Asia, wholesale seed growers and collectors of Asiatic plants.—Northbrook Gardens, Inc., Northbrook, Ill., peonies and irises.

**Gypsy Moth Quarantine**—The Plant Quarantine and Control Administration advises that in enforcing the restrictions of this quarantine, the term "appreciable infestation" will be interpreted to mean such infestation as in the judgment of the inspector involves danger that gypsy moth egg masses may escape attention and be shipped to uninfested localities.

The previous practice of automatically refusing further Federal certification immediately upon the discovery of a single egg mass by a Federal Inspector will be discontinued.

It will be necessary, as heretofore, for Nurserymen to cooperate with the Department by effectively cleaning up and spraying the Nursery premises and adjoining territory where conditions require, and preventing their Nurseries from becoming subject to infestation.



## CATALOGS

Are you satisfied with your present catalog? We are producers of some of the most successful catalogs in the country. Write and get our ideas before placing your order for your next catalog. Glad to send you samples without obligation.

The L. W. Ramsey Company  
Advertising for Nurserymen  
430 Union Bank Bldg. Davenport, Iowa



**TAXUS CUSPIDATA CAPITATA**  
THE ONLY HARDY UPRIGHT YEW  
Should supersede Arborvitae for hedge purposes

**AZALEAS** (EVERGREEN & DECIDUOUS)

**MAGNOLIAS** Large Flowering

**RHODODENDRON HYBRIDS**  
and other scarce items.

Send us your list of requirements with full particulars as to quantities, varieties and sizes.

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RUTHERFORD, N. J.

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**THE WESTMINSTER NURSERY**  
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Offers at special prices California Privet, Lombardy Poplars, Oriental Planes, Shrubby, Evergreens, Perennials, etc. Write for new price list.

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**THIS SIZE SPACE**

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Our usual extensive line of SHADE and ORNAMENTAL TREES, SHRUBS and ROSES. An especially fine lot of BIRCH, MAPLE, THORN and FLOWERING CHERRY.

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and 400 Acres of the best in  
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**SUPERIOR  
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**Mountain View Floral Nurseries, Inc.**  
341 E. 72nd St. Portland, Oregon  
Please send me your new list of "Portland Roses."  
Name .....  
Address .....  
City ..... State .....

# AMERICAN FRUITS

[Reg. U. S. Pat. Off.]

Nurserymen estimate that there are 5,000,000 citrus trees now under cultivation in the lower Rio Grande Valley. This total represents an increase of 1,500,000 trees over the same date last year.

These estimates are based upon a compiled total of the sale by the major Nurseries in the number sold by the smaller institutions.

Within a short time definite figures regarding the number of trees under cultivation will be given out by the federal inspectors who will make a definite check and tabulation of the trees. The planting since the last count was announced to have surpassed those of the previous year by close to 300,000, according to estimates of Nurserymen in the Mercedes, Tex., section, as the total is believed to be around 1,500,000 during the past year. This will give the valley a total of 4,919,000 citrus trees. The increase in plantings has brought the total acreage of citrus in the valley to around 7,0000, according to estimates.

## New Fruits For 1932

New varieties of fruits recommended by the New York Fruit Testing Cooperative Association, Geneva, N. Y., for this year include nineteen varieties of apples, in which list are two crabs and several of the new red "sports" of such standard varieties as Gravenstein, King and Spy; eight varieties of pears, all of which have been selected for their evident resistance to pear blight; eight cherries; ten plums; eleven varieties of peaches, offered in a special effort to develop a peach that will supplant the popular Elberta; also four varieties of nectarines.

Among the twelve new grapes listed are several delectable sorts, particularly in the varieties that combine the European or Vinifera grapes with the hardy American type. Some of these new introductions promise to inaugurate a new era in grape growing in the East. Seven varieties of strawberries complete the list of new worthwhile fruits offered by the Fruit Testing Association at present.

## Apple Insects Bulletin

Detailed information about the life history and habits of several major pests of the apple orchard, including the codling moth, the apple maggot, the plum curculio, the apple curculio and the white apple leafhopper, and suggestions for their control, form the subject of a recent bulletin issued by the New York State Experiment Station at Geneva, available free of charge upon request.

North Platte, Neb., Nurseries have applied for a patent on a Chinese Weeping Elm; photograph received shows a very attractive one-year graft.

## Rose Expert Starts Nursery

August P. Tharin, Jr., who has opened a Nursery in Locust Valley, N. Y., is an expert in rose horticulture. He brings to this country a secret method of growing roses out of doors which has been the life work of three generations of his family in Zurich, Switzerland, says the Oyster Bay, N. Y., Pilot.

From a small beginning of 100 rose plants many years ago in the shadow of the Alps with their perpetual snows, the original Tharin Nurseries have grown to a point today where they send out more than 150,000 plants annually and cut as many as 25,000 blooms in a single day.

By many thousands of experiments, the Tharins have developed a method using secret formulae by which they can grow roses out of doors in any temperate climate. This method, handed down from father to son, was taught Mr. Tharin when he was a young man and he has his father's consent to bring it into use in America.

While the winter supply of cut flowers in Europe comes from the sunny Riviera, the Tharin Nurseries supply the great flower markets of the Continent with roses nine months every year. Except for a short time in the early spring and late fall, all of these blooms are grown entirely out of doors in Zurich.

Mr. Tharin, who is now prepared to teach American rose lovers his methods of growing roses out of doors, brings with him a reputation of long standing. With his recognized skill, he also inherits a tremendous Old World pride in the craftsmanship of his family. He has given many lectures on the care and treatment of roses.

## France Modifies Apple Embargo

The embargo placed by the French Government on apples from America and other countries, which showed San Jose scale, has been practically removed so far as local apples are concerned, according to word reaching the Pennsylvania Department of Agriculture.

American Government officials prevailed upon the French Government to modify the regulations against apples, pears and other fruit coming into the country from American ports. They requested that the ban be lifted on American-grown fresh fruit which was certified and showed no indication of San Jose scale. Accordingly, the regulations were modified so that fresh fruit from the United States will be admitted into France provided it is accompanied by a sanitary certificate guaranteeing that the fruit be absolutely free from San Jose scale, and subject to sanitary inspection on arrival in France.

**A New Red McIntosh**—A solid red McIntosh apple which appeared in an orchard at Dansville, N. Y., has won the esteem and endorsement of the fruit specialists at the State Experiment Station at Geneva as a strain of the popular McIntosh type to be preferred to common McIntosh in those parts of the state where the latter fails to develop good color.

## Beauty in Rock Garden

"If the rock garden is large enough," says J. E. Mitchell, president, Mitchell Nurseries, Shelburne Falls, Mass., "an entrance into it by means of natural rock steps and a winding pathway through it makes for convenience in its care, and where properly planted breaks up the monotonous appearance and adds much to its beauty. The steps should never be of cement or brick, but built of the roughest of stones with flat faces for the top of the treads. We usually place large boulders on each side of the steps to act as buttresses and to help hold the steps in place. Among these buttressing boulders is the place for the drapery forming plants, such as Arabis Alpina, Cerastium tomentosum, any of the great Dianthus family, with here and there a Viola tucked in for summer cheer.

"In the crevices between the rocks forming the steps many small rock plants may be planted and will do well and add to the naturalness of the steps. The Thymes and small Sedums are the plants for these crevices. They will stand almost any amount of aridity. Give them two inches of earth in a hollow in the rocks in full sun and after they are established the worst New England drought is just their natural climate. Here, too, is the natural home of the numerous and curious family of Sempervivums, commonly called Hen and Chix.

This is made by laying flat, irregular stepping stones along the path, with spaces of from one to three inches between the stones. In these spaces we plant the four moss-like Sedums, S. acre, S. lydium, S. hispanicum and S. glaucum, and vary the moss-like effect by using patches of the gray Thyme, Thymus lanuginosus. When fully established, the effect of this planting is a stony trail among different species of moss.

"Along the sides of these trails, among scattered boulders and small evergreens, is the place for colonies of violas, phlox subulata, dianthus graniticus, any of the great cell-flower family and a multitude of other plants not over one foot high. These little colonies along the trails should consist of at least three of a variety, and in most cases six of a variety makes a better colony.

"Always remember in your rock garden work that you are trying to imitate nature; cement garden seats, pergolas, gazing globes and rose arches are not found on the mountainside; they should not be found in your rock garden.

"As the number of people climbing our mountains is increasing yearly, so is the number of rock gardens increasing. Every lover of natural beauty is by nature a mountain climber. Every mountain climber is a potential rock gardener."

Incorporated: Westville Nurseries, 77 East Ramsdell St., New Haven, Conn., George Szerbik, Sr., president.

## PIN OAK SEEDLINGS

Now is the time to plant Pin Oak, while they are scarce. The financial cloud will pass, so be ready for the bright days.

I also have a surplus in Cortland, Black Twig, Delicious, Jonathan, Willow Twig, Grimes and Winesap apple.

Arthur L. Norton, Clarksville, Mo.

## WESTCOTT NURSERY CO. Falls Church, Va.

400 Acres of  
EVERGREENS, SHRUBS, TREES  
Write for Price List

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All "American Nurserymen" wishing to do business with Europe should send for the **HORTICULTURAL ADVERTISER**

This is a British Trade Paper read weekly by all the chief accredited horticultural traders. Annual subscription to cover cost of postage, \$1.85. Money orders payable at Nottingham.

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## PLANT PATENTS

New plants to which patents have been granted since President Hoover signed the amendment to the Patent Act in May 1930 are:

No. 1—Everblooming, a climbing rose, "New Dawn," to Somerset Rose Nurseries, New Brunswick, N. J., Aug. 18, 1931.

No. 2—Red rose, "Senior," to Frank Spanbauer, Kansas City, Mo., Oct. 13, 1931.

No. 3—White, pink-tinted carnation, "Joan Marie," to Florex Gardens, North Wales, Pa., Oct. 20, 1931.

No. 4—Young dewberry, thornless, to E. L. Pollard and J. E. Sherrill, Chino, Cal., Oct. 20, 1931.

No. 5—Red rose, sport of Talisman, to Victor Groshens, Roslyn, Pa., Nov. 10, 1931.

No. 6—Rose, pink hybrid tea, "Sweet Adeline," Rapture x Souvenir de Claudius Perret, to R. L. Catron to Joseph J. Hill Co., Richmond, Ind., Feb. 16, 1932.

No. 7—Peach, "Hal Berta," J. H. Hale x unknown yellow variety of strong and vigorous character, to James E. Markham to Stark Bros. Nurseries, Louisiana, Mo., Feb. 16, 1932.

No. 8—Red rose, "Mary Hart," to George B. Hart, Brighton, N. Y., Feb. 23, 1932.

No. 9—Pink rose, "Afterglow," to R. L. Catron to Joseph H. Hill Co., Richmond, Ind., Feb. 23, 1932.

No. 10—Climbing everblooming red rose, "Blaze," to J. W. Kallay to Jackson & Perkins Co., Newark, N. Y., Mch. 8, 1932.

No. 11—Pinkish red rose, "Ambassador," to C. W. Hjermind and Paul E. Weiss to Premier Rose Gardens, Maywood, Ill., Mch. 22, 1932.

No. 12—Red plum to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., Apr. 5, 1932.

No. 13—Yellow Plum to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., Apr. 5, 1932.

No. 14—Carmine plum, to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., Apr. 5, 1932.

No. 15—Yellow peach, to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., Apr. 5, 1932.

No. 16—Plum, to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., May

No. 17—Freesia, giant white, to William R. Elder, to Elder & Elder Nurseries, Indianapolis, Ind., May 24, 1932.

### Goodrich Rubber Budding Strips

Used by most up-to-date nurserymen. Will not cut buds or girdle stocks. No waste.

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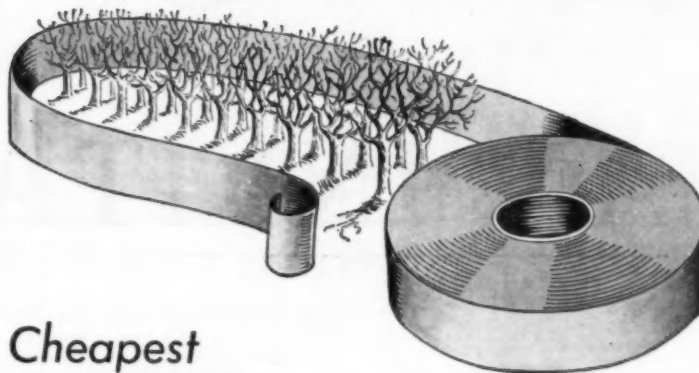
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as a preventive against graft "wound" infections. Guard your orchard against "cripples" by using the tape which excludes wood vermin and infectious parasites from the graft incision.

Remember, orchard growing is essentially a "time" investment. Why risk years of effort when your best safeguard is a tape which guards the sapling in the most critical period of growth?

Leading nurserymen are now guarding against defective "stock" with this tested tape which binds the incision and permits free circulation of life-giving sap. Normal growth removes the bandage when the graft wound is healed.

A sample roll will be sent you for a personal test

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50 four-color process prints from photographs. 5 1/2 x 9 inches. Loose leaf. Cloth binding \$3.00. Leather, \$3.75. Post-paid. Great help in selling. Order for your salesmen. Money refunded if not satisfied.

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In The **AMERICAN NURSERYMAN** Chief Exponent of the American Nursery Trade  
Exclusively for the Nursery Trade and Allied Interests  
Logical Medium for Inter-Trade Communication  
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AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State St., Rochester, N. Y.

# AN INVITATION

**The  
Arrangement  
Committee**

of the American Association of Nurserymen have requested us to entertain you and your family, here at Dundee, Illinois, on Monday, July 18, 1932.

**You Are  
Invited**

to be our guests on that day during your convention trip.

**Time**

Buses will leave the Stevens Hotel (Convention Headquarters) at 9:30 A. M. (Daylight Saving Time) from where it is a delightful ride of but one hour and thirty minutes to Dundee.

**Place**

A short trip will be taken through the Nursery—with luncheon and entertainment at the Crystal Lake Country Club, Crystal Lake, Illinois,—one of nature's beauty spots. There will be golf, boating, bathing and fishing.

**Return**

There will be one bus returning to the Stevens Hotel, Chicago, immediately following the close of the luncheon. Those desiring to stay for the balance of the day will be taken back in time to reach the Stevens Hotel by 6:00 P. M.

We will enjoy having you as our guests and you will enjoy meeting and visiting with your friends on this outing. This is the only entertainment feature provided by the arrangements committee for Monday, July 18, 1932.

## D. HILL NURSERY CO.

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BOX 402

« « » »

DUNDEE, ILL.